



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by Flake & Kelley Commercial

Large Side Metro

Study Area: Custom Shapes

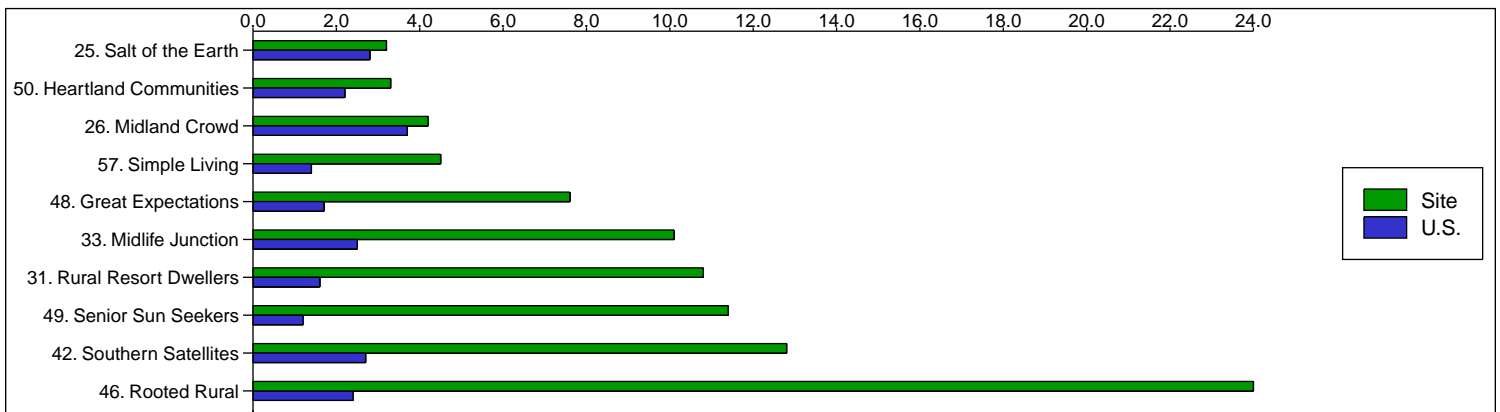
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	46. Rooted Rural	24.0%	24.0%	2.4%	2.4%	982
2	42. Southern Satellites	12.8%	36.8%	2.7%	5.1%	471
3	49. Senior Sun Seekers	11.4%	48.2%	1.2%	6.3%	945
4	31. Rural Resort Dwellers	10.8%	59.0%	1.6%	7.9%	663
5	33. Midlife Junction	10.1%	69.1%	2.5%	10.4%	407
	Subtotal	69.1%		10.4%		
6	48. Great Expectations	7.6%	76.7%	1.7%	12.1%	436
7	57. Simple Living	4.5%	81.2%	1.4%	13.5%	318
8	26. Midland Crowd	4.2%	85.4%	3.7%	17.2%	113
9	50. Heartland Communities	3.3%	88.7%	2.2%	19.4%	151
10	25. Salt of the Earth	3.2%	91.9%	2.8%	22.2%	117
	Subtotal	22.8%		11.8%		
11	14. Prosperous Empty Nesters	2.1%	94.0%	1.8%	24.0%	117
12	15. Silver and Gold	2.0%	96.0%	1.0%	25.0%	210
13	30. Retirement Communities	1.6%	97.6%	1.5%	26.5%	112
14	53. Home Town	1.2%	98.8%	1.5%	28.0%	83
15	41. Crossroads	1.0%	99.8%	1.5%	29.5%	64
	Subtotal	7.9%		7.3%		
16	37. Prairie Living	0.1%	99.9%	1.0%	30.5%	8
	Total	99.9%		30.5%		327

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



Tapestry Segmentation Area Profile

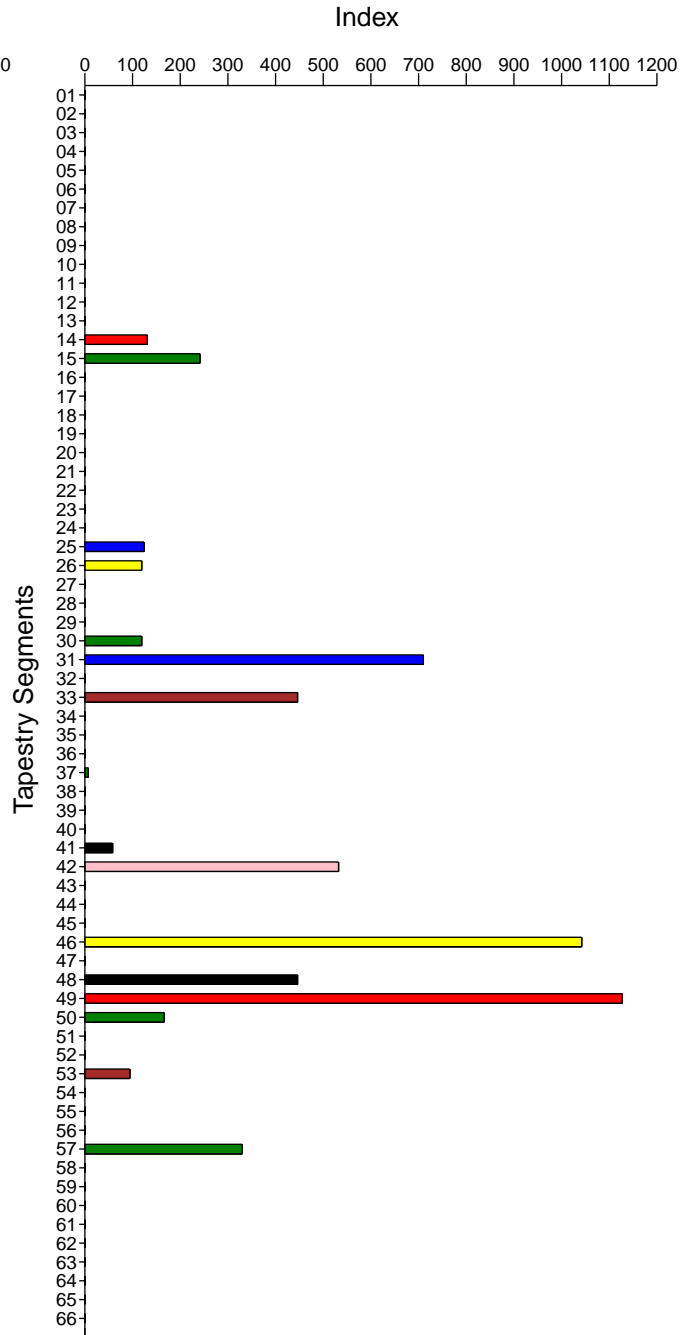
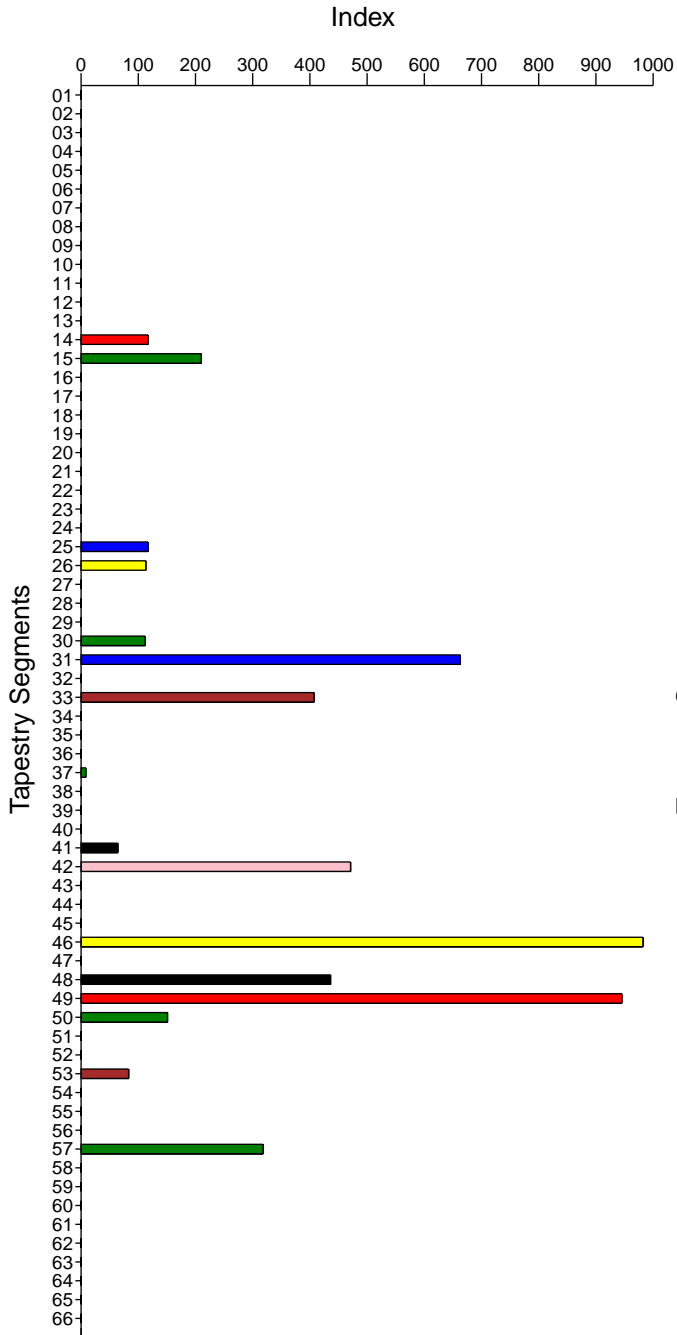
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Large Side Metro

Study Area: Custom Shapes

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups

Prepared by Flake & Kelley Commercial

Large Side Metro

Study Area: Custom Shapes

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	50,789	100.0%		124,112	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	12,675	25.0%	201	29,553	23.8%	228
14 Prosperous Empty Nesters	1,091	2.1%	117	2,733	2.2%	131
15 Silver and Gold	1,020	2.0%	210	2,265	1.8%	241
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	836	1.6%	112	1,654	1.3%	119
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	5,775	11.4%	945	14,126	11.4%	1127
50 Heartland Communities	1,656	3.3%	151	3,980	3.2%	166
57 Simple Living	2,297	4.5%	318	4,795	3.9%	330
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups

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Large Side Metro

Study Area: Custom Shapes

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	50,789	100.0%		124,112	100.0%	
L7. High Hopes	3,863	7.6%	186	8,593	6.9%	181
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	3,863	7.6%	436	8,593	6.9%	446
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	5,148	10.1%	116	12,191	9.8%	118
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	5,148	10.1%	407	12,191	9.8%	446
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	8,818	17.4%	183	23,585	19.0%	203
25 Salt of the Earth	1,645	3.2%	117	4,225	3.4%	124
37 Prairie Living	41	0.1%	8	92	0.1%	7
42 Southern Satellites	6,516	12.8%	471	17,634	14.2%	532
53 Home Town	616	1.2%	83	1,634	1.3%	94
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	20,285	39.9%	429	50,190	40.4%	438
26 Midland Crowd	2,146	4.2%	113	5,651	4.6%	119
31 Rural Resort Dwellers	5,464	10.8%	663	12,887	10.4%	710
41 Crossroads	487	1.0%	64	1,147	0.9%	58
46 Rooted Rural	12,188	24.0%	982	30,505	24.6%	1042
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by Flake & Kelley Commercial

Large Side Metro

Study Area: Custom Shapes

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	50,789	100.0%		124,112	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	836	1.6%	15	1,654	1.3%	13
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	836	1.6%	112	1,654	1.3%	119
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	3,863	7.6%	70	8,593	6.9%	61
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	3,863	7.6%	436	8,593	6.9%	446

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	Number	Percent	Index	Number	Percent	Index
Total	50,789	100.0%		124,112	100.0%	
U6. Urban Outskirts II	2,297	4.5%	88	4,795	3.9%	73
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	2,297	4.5%	318	4,795	3.9%	330
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	2,111	4.2%	27	4,998	4.0%	25
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	1,091	2.1%	117	2,733	2.2%	131
15 Silver and Gold	1,020	2.0%	210	2,265	1.8%	241
U8. Suburban Periphery II	5,764	11.3%	117	13,825	11.1%	123
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	5,148	10.1%	407	12,191	9.8%	446
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	616	1.2%	83	1,634	1.3%	94
U9. Small Towns	7,918	15.6%	320	19,253	15.5%	343
41 Crossroads	487	1.0%	64	1,147	0.9%	58
49 Senior Sun Seekers	5,775	11.4%	945	14,126	11.4%	1127
50 Heartland Communities	1,656	3.3%	151	3,980	3.2%	166
U10. Rural I	9,255	18.2%	161	22,763	18.3%	161
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	1,645	3.2%	117	4,225	3.4%	124
26 Midland Crowd	2,146	4.2%	113	5,651	4.6%	119
31 Rural Resort Dwellers	5,464	10.8%	663	12,887	10.4%	710
U11. Rural II	18,745	36.9%	480	48,231	38.9%	514
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56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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